

WHAT'S YOUR CSQ?

This quiz highlights the success factors of the organizations that have found the secret to sustained customer satisfaction and loyalty. Ready to test your knowledge of excellent service concepts? Complete the following quiz to determine your CSQ – Customer Service Quotient!

1. TRUE or FALSE: Although service leaders often win the hearts and loyalty of their customers, there are no financial benefits from the exceptional services that they provide.
2. TRUE or FALSE: Exemplary organizations require strong leadership to teach, reinforce, and model the values of the service commitment to customers.
3. TRUE or FALSE: Processes and systems supporting service have no impact on customer perception of service or level of satisfaction received.
4. TRUE or FALSE: Visionary leaders of exemplary service organizations may initiate the vision but rely solely upon managers to communicate, reinforce, and model the vision to employees throughout the organization.
5. Utilizing a special _____ within an organization promotes an environment which values customer service and recognizes the contributions of service providers.
 - a. Tool
 - b. Consultant
 - c. Language
 - d. Manager
6. True/False: Management should always rely on employees to provide superior customer service rather than spending valuable time on the frontlines with the customers themselves.
7. True/False: Founders of superior service organizations played a critical role in setting standards for customer service excellence and creating a culture in which the priority of customer service permeated throughout the organization.
8. Studying best-practice examples of service leaders enables other organizations the opportunity to:
 - a. Benchmark their own organizational practices
 - b. Raise performance bars for employees

- c. Create value for customers through implementation of best practices within their own organization
 - d. All of the above
- 9. True/False: Superior service organizations are obsessed with the smallest of details to ensure customer service excellence is sustained within the organization.
- 10. Relationships with employees and organizations providing superior service are built on a foundation of:
 - a. Pay-for-performance
 - b. Employment-at-will
 - c. Contractual agreements
 - d. Trust
- 11. Innovations with substantial positive impact on the company's success and profitability often come from the _____ within superior service organizations.
 - a. Vendors
 - b. Employees
 - c. Applicants
 - d. Consultants
- 12. True/False: Due to employee training costs, service leaders are rarely profitable organizations.
- 13. Employees within service organizations are guided in their decisions and behavior by the clear communication of an inspiring and motivating customer service _____.
 - a. Process
 - b. Policy
 - c. Vision
 - d. Speech
- 14. True/False: Service leaders provide their managers with the majority of customer service training, focusing employee training primarily on organizational policies and procedures.
- 15. _____ is when the systems that support service and the hand-offs between employees and processes appear transparent to customers.
 - a. Technological innovation
 - b. Seamless service
 - c. Systematic programming
 - d. Innovative commerce

16. Organizations providing excellent service often shower the communities in which they reside with _____.
 - a. Class action lawsuits
 - b. Bad publicity
 - c. High unemployment conditions
 - d. Charitable donations
17. True/False: Employees within organizations providing superior service are empowered to solve problems and satisfy customers.
18. True/False: Recruitment strategies for quality applicants are a number one priority for superior service organizations.
19. Service leaders are often industry leaders in innovative _____.
 - a. Technology
 - b. Building facilities
 - c. Community relations
 - d. None of the above
20. True/False: ROI can rarely be calculated for training program expenditures.

Okay, check your answers and read below to determine your CSQ.

ANSWERS TO CSQ QUIZ:

1. Answer: **False**. This is not the case. Service leaders experience higher revenues than those organizations who do not experience high customer satisfaction ratings.
2. Answer: **True**
3. Answer: **False**. Transparent or seamless operations are hallmarks of exemplary service operations.
4. Answer: **FALSE**. Leaders do exactly that, they lead by example.
5. Answer: **c**
6. Answer: **FALSE**. Managers can't reinforce or moles appropriate behavior if they're not on the frontlines with customers and employees.
7. Answer: **True**
8. Answer: **d**
9. Answer: **True**
10. Answer: **d**
11. Answer: **b**
12. Answer: **False**. The opposite is the case. Service leaders are usually more profitable than other firms.
13. Answer: **c**
14. Answer: **False**. Training is a crucial first step, and its focus is on how to provide exceptional service.
15. Answer: **b**
16. Answer: **d**
17. Answer: **True**
18. Answer: **True**
19. Answer: **a**
20. Answer: **False**. It must and should be calculated to determine the effectiveness of a program.

INTERPRETATION OF SCORE:

0 - 12 Correct: Your score indicates a lack of attention to the details or understanding of service concepts. It's a good thing that you're taking time to complete this quiz!

13 - 17 Correct: Your score indicates a basic understanding of customer service concepts with some major work ahead to mastery.

18 - 20 Correct: You have demonstrated mastery of service excellence concepts. Knowledge is great, but do you apply the knowledge within your daily actions and activities on the job?

Regardless of your scores, an attitude of continuous improvement is essential for professionals and their organizations who are committed to achieving service excellence. Determine action steps to improve your CSQ!



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